

## Dorchester Tourism Summary 2017



Dorchester is situated in the district of West Dorset within the county of Dorset. The town has a population of approximately 19,000. Tourism plays a significant role in the local economy as demonstrated by the estimates below.

### Tourism key facts

- 54 thousand staying visitor trips
- 732 thousand day visits
- £39.5 million direct visitor spend
- £40.3 million total visitor related spend
- 900 actual jobs supported by visitor related spend

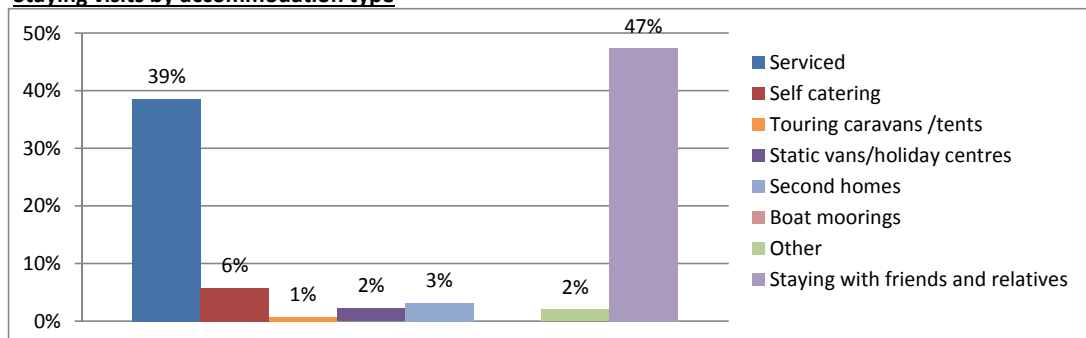
### Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	36,600	128,700	£6,553,300
Business	5,000	8,900	£975,400
Visits to friends and relatives	5,100	13,400	£510,900
Other	1,100	2,600	£158,000
Study	0	0	£0
<b>Total</b>	<b>47,700</b>	<b>153,600</b>	<b>£8,197,600</b>

Overseas visitors	Trips	Nights	Spend
Holiday	2,400	13,900	£1,084,700
Business	1,500	8,200	£872,800
Visits to friends and relatives	2,000	19,700	£801,000
Other	100	800	£76,000
Study	0	0	£0
<b>Total</b>	<b>5,900</b>	<b>42,600</b>	<b>£2,834,500</b>

All staying visitors	Trips	Nights	Spend
Holiday	39,000	142,600	£7,638,000
Business	6,500	17,100	£1,848,200
Visits to friends and relatives	7,100	33,100	£1,311,900
Other	1,200	3,400	£234,000
Study	0	0	£0
<b>Total</b>	<b>53,600</b>	<b>196,200</b>	<b>£11,032,100</b>

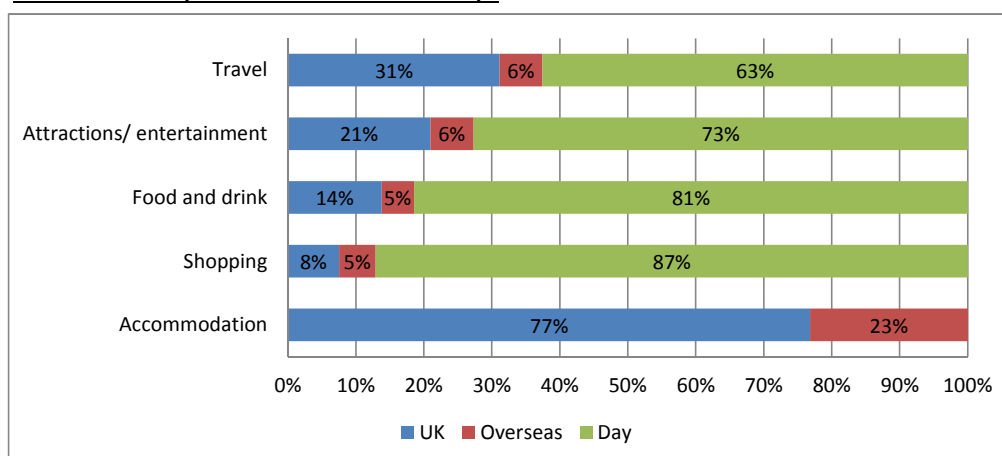
### Staying visits by accommodation type



### Tourism day visits by location

Day visits	Trips	Spend
Urban visits	610,700	£25,434,100
Countryside visits	121,000	£3,061,400
Coastal visits	0	£0
<b>Total</b>	<b>731,700</b>	<b>£28,495,500</b>

### Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£3,056,100	£922,800	£0	<b>£3,978,900</b>
Shopping	£1,017,600	£725,700	£11,769,200	<b>£13,512,500</b>
Food & Drink	£1,835,800	£635,500	£10,863,000	<b>£13,334,300</b>
Attractions/ Entertainment	£863,700	£262,800	£2,998,300	<b>£4,124,800</b>
Travel	£1,424,300	£287,700	£2,865,000	<b>£4,577,000</b>

### Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£112,500	£0	£708,700	<b>£821,200</b>

### Total visitor related spend (Direct visitor spend plus other expenditure)

**£40,348,800**

### Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	59	3	<b>62</b>
Retailing	14	98	<b>112</b>
Catering	33	144	<b>176</b>
Attractions/entertainment	21	58	<b>79</b>
Transport	7	11	<b>17</b>
Arising from non trip spend	13	0	<b>13</b>
<b>Total Direct</b>	<b>147</b>	<b>314</b>	<b>461</b>

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	461	677
Indirect	134	153
Induced	74	85
<b>Total</b>	<b>670</b>	<b>914</b>

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

For further information please contact [info@tswrc.co.uk](mailto:info@tswrc.co.uk)

